

Grassroots Organizing:

A Tool to Shift your Risk Management Culture

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Session Goals

- Identify grassroots organizing tools that can be used to improve risk management practices.
- Identify 1 inclusive risk management planning approach your organization can implement



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Meatgrinder – South Fork of American River



Ideal Incident Response



Key Events

- o August 1997 - Drowning during river crossing on Alaska backpack.
- o June 1998 – Drowning after flip on American River.
- o July 2000 – Drowning after flip on Green River.
- o Fall 2000, 2001, 2002 – WRMC
- o May 2003 – Outings wide review
- o June 2005 – Multiple capsizes on Lake Superior kayak trip.

Grassroots Organizing

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Grassroots Organizing

- The process of identifying, training, and empowering large numbers of citizen activists to get involved in the political struggle to protect America's environment. (Sierra Club)
- The process of **identifying, training, and empowering people to get involved in creating an organizational culture that manages risk and continuously strives to improve its practices.**

Core Organizing Practices & Skills

1. Narrative
2. Teams
 - **PowerMapping**
3. Strategy
4. Action
5. Maintain the Commitment

Building Teams - PowerMapping

Process and tool that we use to be strategic and creative to identify how to influence the target thru relationships. The Power Map can demonstrate the avenues of influence to the target.

Case Study: Charge: New Watercraft Policy

- o Mel is Program Director
- o Alex and Sascha are Program Coordinators
- o Need 7 key people to draft policy that will be comprehensive, understood and followed by staff.

PowerMap on Your Own

Take 10 minutes to:

1. Clearly state your goal
2. PowerMap Your Leadership Team:

Targeted Individuals:	Support/Oppose (1-5):	Target Influencers:

Core Organizing Practices & Skills

1. Narrative
2. Teams
 - PowerMapping
 - **Develop Highly Effective Team Culture**
3. Strategy
4. Action
5. Maintain the Commitment

Building Teams

- Highly Effective Teams

1. Develop Trust
 - **Introductions, Contributions & Goals**
2. Mastering Discussion
 - **Managing Meetings**
 - **Discussion & Decision Making**
 - **Work Between Meetings**
3. Achieving Commitment
4. Embracing Accountability
5. Focus on Results

Core Organizing Practices & Skills

1. Narrative
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 - PowerMapping
 - Develop Highly Effective Teams
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